



Export News

U.S. EXPORT ASSISTANCE CENTER
HOUSTON, TEXAS

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www.buyusa.gov/houston

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TEXAS #1 U.S. EXPORTING STATE

In 2004, for the third year in a row, Texas ranked as the number one state in export revenues. Texas exports for 2004 totaled \$117.2 billion - an 18.6 percent increase over 2003 figures. The state's top value-added exports were computer & electronic products, chemicals, machinery (not electrical), transportation equipment, and petroleum & coal products. Total 2004 exports for the U.S. increased by 13 percent to over \$817.9 billion up from \$723.7 billion in 2003.



The state's largest export market continued to be its NAFTA trading partners of Canada and Mexico, which accounted for approximately 50 percent of total state exports during 2004. Asian and Pacific Rim countries accounted for approximately 18 percent of the state's total exports. Korea was the top destination for Texas exports in Asia at \$5 billion and was ranked third overall behind Mexico and Canada. China ranked fourth at \$4.4 billion. Texas exports to the European Union (EU) accounted for approximately 10 percent of total Texas state exports for 2004. The Netherlands was the principal destination for Texas exports in the European Union at \$2.47 billion. For further details, see <http://www.bidc.state.tx.us/exportdb2/default.cfm>.

EXPORT EXCELLENCE AWARDS

NOMINATIONS BEING ACCEPTED

On May 24, the Houston District Export Council in conjunction with the Port of Houston and Houston Airport System will sponsor the first annual Export Excellence Award Luncheon. The award will honor a Houston-area company, organization or individual that excelled in the promotion of exports. Nominees may include private companies, individuals, nonprofits, governmental agencies, and educational institutions. For further details or to provide a nomination, please contact Duaine Priestley at duaine.priestley@mail.doc.gov.



COUNTRIES UNDER U.S. SANCTIONS

The U.S. Department of the Treasury's Office of Foreign Assets Control (OFAC) administers and enforces economic and trade sanctions based on foreign policy and national security goals against targeted foreign countries, terrorists, international narcotics traffickers, and those engaged in activities related to the proliferation of weapons of mass destruction. **Countries on this list include CUBA, IRAN, NORTH KOREA, SUDAN, and SYRIA.** To review fact sheets on countries under U.S. sanctions, see <http://www.treas.gov/offices/enforcement/ofac/sanctions/>. **Learn more about complying with U.S. export regulations at our March 29 EXPORT CONTROLS seminar. See page 4 for details.**



WHO WE ARE ...

The Houston U.S. Export Assistance Center is part of the U.S. Department of Commerce's U.S. & Foreign Commercial Service (CS). The CS mission is to assist small-to-medium sized businesses with exporting their products and services worldwide. For more information on the CS, see www.export.gov/cs.

ASIA NOW NEWSLETTER

The U.S. Commercial Service in Asia publishes **Asia Now e-News**, a free monthly newsletter with information and trade leads for U.S. exporters who want to increase their sales in the Asia-Pacific region. To register for a free subscription, please visit:
<http://www.buyusa.gov/asianow/enews.html>.

VISA WAIT TIMES

The U.S. State Department now offers information for U.S. visa applicants on the typical wait time for non-immigrant visa appointments and processing. To access the site, see
http://travel.state.gov/visa/temp/wait/tempvisitors_wait_result.php.



GUIDE TO TRANSLATION AND LOCALIZATION

Published by Lingo Systems, this 128-page guide defines key terms, explains the various options for translating materials, identifies issues to consider when selecting a vendor, describes the localization process itself, and provides tips to control costs and improve quality. To obtain a free copy, see http://www.lingosys.com/Forms/guide_register_lingo.htm.

STUDY ON IDENTITY THEFT RELEASED BY U.S. TREASURY

The Treasury Department has released a report on identity theft which includes methods to reduce the likelihood of identity theft from occurring and also examines biometric technologies as a way to prevent identity theft. The report is available at
http://www.treas.gov/offices/domestic-finance/financial-institution/cip/biometrics_study.pdf.

JOB OPPORTUNITIES

Explore over 15,000 job openings with the U.S. government at the official federal government job web-site, **U.S.A. Jobs**, <http://www.usajobs.opm.gov/>.

Additionally, one of our client companies is seeking an **Export Sales/Logistics Assistant**. To obtain further details, please contact our office.

DEADLINE - COMMERCIAL NEWS USA

If you have an advertisement or wish to promote your products and services around the world, the deadline for the May/June issue of Commercial News USA is March 11. To reserve your space call 1-800-581-8533 or visit www.export.gov/cnusa.



MARKET OF THE MONTH: MALAYSIA

Malaysia is the U.S.'s 10th largest trading partner and our largest trading partner in Southeast Asia.



Leading Sectors for U.S. Exports to Malaysia:

- ☑ **Oil & gas equipment and services** - The 2001 - 2005 Malaysia Economic Plan earmarked \$16.2 billion for domestic investment in the petroleum sector, \$10.9 billion for exploration, development, and production by Petronas.
- ☑ **Healthcare** - The government will spend \$1.4 billion on healthcare through 2005. The private sector will spend an additional \$1 bn. More than 70% of drugs and medical devices were imported in 2003.
- ☑ **Manufacturing** - The manufacturing sector is robust, representing 31% of the country's GDP and 86% of its exports. This sector will continue to be significant, sustaining demand for industrial automation and process control equipment.
- ☑ **Environment** - Malaysia processes almost 12,000 tons of municipal solid waste in 2004. That burden is growing at 15% a year, with advanced landfill, waste processing, and disposal being the priorities.
- ☑ **Other opportunities** - Excellent export opportunities include **safety & security products and services, building materials, internet-based software and services, 3rd generation wireless communications solutions, and biotechnology.**

To investigate the Malaysian market for your products & services, please contact our office.

RIISING PRICES FOR COMMERCIAL SERVICE

PROGRAMS - **BOOK NOW TO LOCK IN LOWER FEES**

The Commercial Service was mandated by the U.S. Office of Management and Budget to fully recover the costs of our specialized services. In order to comply, as of March 1, the prices for the International Partner Searches



(IPS) and background checks otherwise known as International Company Profiles (ICP) were raised. As of April 1, we will see a price increase for the Gold Key Services and Trade Missions. Any service paid for prior to April 1, will not be effected. The IPS and ICP rate increase will be phased in over the remainder of the year. Now is the time to act if you are considering contracting a service. Call your trade specialist today!

2005 SABIT GRANT PROGRAM

The *Special American Business Internship Training* (SABIT) program grants facilitate international cooperation by strengthening U.S.—Eurasian Partnerships. Application Deadline is April 1. Grants will be awarded by **September 30**. For information, visit http://www.mac.doc.gov/sabit/grant_program.html or, contact Patrick Brennan at (202) 482-2077.

TRADE LEADS

To view the leads below as well as other announcements from qualified international companies looking to source U.S. products and services, see our new trade leads database, at http://www.export.gov/comm_svc/tradeleads/tradeleads.html. For details on the following leads, please contact our office at Houston.Office.Box@mail.doc.gov.

OPPORTUNITIES IN QATAR

WASTE TREATMENT EXPERTISE

Qatar is undergoing an ambitious plan to privatize the collection, treatment and disposal of solid waste. Company is seeking U.S. partner(s) for prequalification bid.

MEDIUM-SIZED CONSTRUCTION COMPANY

In the 2004-05 budget, the Government of Qatar increased infrastructure spending by 45% and the Government expects to spend more than \$50 billion over the next 10 years on roads, sewerage, power, and basic infrastructure development. Local company seeks U.S. partner to bid on work.

GLOBAL PROCUREMENT LINKS

The Department of Commerce, Trade Compliance Center (TCC) provides links to web sites containing information on government procurement opportunities offered by foreign countries, including members of the World Trade Organization Agreement on Government Procurement (GPA), international organizations, and the U.S. The links may direct you to procurement sites that charge a fee to access tender opportunity information. Many of the sites are hosted by non-members of the GPA, and therefore may not be subject to the GPA's requirements of transparency and national treatment in government procurement. For more information go to: <http://www.tcc.mac.doc.gov/cgi-bin/doit.cgi?226:54:6b753ea6727752796890d120cad6fa6fb7a8e61984df8bd436461496ab0ef8ac:5>.

TRADE EVENTS

MEXICO ON-LINE SEMINARS

The Commercial Service in Mexico will be hosting 4 WebEx seminars to advise U.S. companies in specific sectors on market conditions and opportunities.



March

9th *Selling Your Restaurant Equipment in Mexico*
15th *Selling Your Machine Tools & Accessories*

April

6th *Selling Your Automation, Sensors and Controls*

July

13th *Selling Your Food Processing Machinery*

To register for these free seminars, visit www.buyusa.gov/mexico/en/108.html or contact our office.

OWIT-HOUSTON MARCH MEETING

SAM'S CLUB GLOBAL BUSINESS SERVICES



March 10

The Organization of Women in International Trade-Houston is featuring Sam's Club Global Business Services (GBS), part of Wal-Mart Stores, Inc. at its March meeting. Khaled Khan, general manager, will provide an overview GBS's operations and insights on the opportunities and challenges of providing name brand and private label merchandise to area exporters. Cost: \$5 member/\$10 nonmembers. Please note, this meeting is being held at the Sam's Club on Old Katy Rd. Lunch is included, compliments of GBS. For details and to register, please contact Diana Patrick at dpatrik@atlexpress.com or 281-670-2184.

OWIT Mission: To enhance the status and interests of women in the field of international trade through the establishment of a worldwide network of International business contacts. For more information on OWIT-Houston, see www.owit-houston.org.

OUR PARTNER NEXT DOOR:

EXPORT OPPORTUNITIES & LOGISTICS IN MEXICO

Greater Houston Partnership

March 31

Part of the *Exporters Workshop Series*. No Cost. For further information, contact Kristen Culwell at kculwell@houston.org or 713-844-3636.

EXPORT CONTROLS & FREIGHT FORWARDERS

New Developments and Enforcements

Sheraton North Houston

March 29

This advanced seminar will inform **managers, export compliance specialists and exporters** about

- U.S. Departments of Commerce, State and Treasury export controls
- Export regulations including penalties
- Legal relationships between forwarders, exporters and resellers/distributors, and how export control compliance affects these relationships
- How forwarders can comply, avoid penalties and economically profit from such efforts.

Agenda

Freight Forwarders & Their Obligations Under U.S. Export Control and Other Relevant U.S. Laws

Mark Joye, Baker & Hostetler LLP

Export Compliance Programs:

A Forwarder's Perspective

Tracey Abram, Eagle Global Logistics

Jeff Lamb, University of Houston

Export Enforcement Actions

George Richardson, Office of Export Enforcement,
U.S. Department of Commerce

How to be Hired by the Right Exporters

Derick Deaton, CGG Americas Services

Cost \$50. To register, contact Azeemeh Zaheer at aazeer@mail.doc.gov or 281-449-9402.

markets find potential business partners. **Deadline is March 6.** If you are interested, please contact Robert Andrade at 512-936-0240 or randrade@governor.state.texas.us.

JAPAN BUSINESS MISSION

Tokyo - Nagoya

May 15-21

The Japan External Trade Organization (JETRO) in cooperation with the U.S. State Dept. is leading a mission to Japan in conjunction with the 2005 World's Expo in Aichi Prefecture. Cost \$1,058, not including airfare to Japan. For details, contact our office.

TRADE MISSION TO RUSSIA

May 30-June 3

The Greater Houston Partnership will lead a group of area businesses to Russia early in the summer. For details, please contact Adam Gibson at agibson@houston.org or 713-844-3635.

USEFUL WEBSITES

Sources of Credit Information on Foreign Firms – This report by Ex-Im Bank can be found at:
<http://www.exim.gov/pub/ins/pdf/eib99-08.pdf>.

Competitive Intelligence – Find hundreds of links to sources of information on companies. There are free and fee-based sites for specific industries, financial data, news services, market research, university libraries, company profiles, and research tips, just to name a few. Go to
<http://www.infotoday.com/supersearchers/ssci.htm>.

Note: The U.S. Government does not endorse products or companies, and assumes no responsibility for the accuracy of data contained herein, or for the success or failure of any business transaction resulting from opportunities listed in this publication. ***If you would like to be removed from this mailing list, please contact the Houston Office.***

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SHANGHAI: ECONOMIC PROSPECTS & BUSINESS OPPORTUNITIES FORUM

Inter-Continental Hotel, Discovery Center
April 1

Cosponsored by the City of Houston Mayor's Office, Harris County Judge's Office, Shanghai Municipal People's Government and Consulate General of the People's Republic of China in Houston. Four major agreements will be signed during the event while recognizing the past, present and future entrepreneurial ties between Houston and Shanghai. On March 31, a gala dinner will also be held to honor the delegation. For more information, please contact Helen Chang with the Mayor's office at 713-247-3595 or helen.chang@cityofhouston.net.

MISSION TO CENTRAL AMERICA (TEXCEN 2005)

Costa Rica & Panama

April 6-13

Led by the Governors Office, this mission is designed to help Texas companies who are interested in these

ENERGY NEWS AND EVENTS

MARKET RESEARCH

BEST PROSPECTS FOR U.S. OIL/GAS EXPORTS

U.S. oil & gas equipment and services have been identified as leading sectors for U.S. exports to the following countries. ***For highlighted countries, a detailed report is available.** Please contact our office to obtain copies. Additional information on these energy markets is available from the U.S. Department of Energy in their Country Analysis Briefs. See <http://www.eia.doe.gov/emeu/cabs/contents.html>.

- | | | |
|--------------------|---------------------|-------------------------------|
| • Australia | • Jordan | • Qatar |
| • Azerbaijan | • Kazakhstan | • Russia |
| • Bolivia | • Kuwait | • Saudi Arabia |
| • Brazil | • Malaysia | • Trinidad |
| • Canada | • Mexico | • Ukraine |
| • China | • Nigeria | • United Arab Emirates |
| • Columbia | • Norway | • Venezuela |
| • Egypt | • Oman | • Vietnam |
| • Indonesia | • Peru | |

GUATEMALA 2005 BID ROUND

On February 22, the Guatemalan Government announced its 2005 Bid Round in Houston. For a copy of the presentation, please contact our office.

ALGERIA - SONATRACH

The Export-Import Bank of the U.S. has extended a **\$1 billion line of credit** to Sonatrach, Algeria's state-owned petroleum company. This line of credit is to enable Sonatrach to obtain long-term financing to support the purchase of U.S. equipment and services. Sonatrach plans to implement a series of large-scale projects to rehabilitate oil and gas fields and expand pipelines as part of its capital expenditure for the next five years. Total estimated cost for these projects is \$24.5 billion for 2005-2009. For details, contact our office.

TRADE LEADS

ECUADOR

Petroproducción, the state oil company in charge of oil exploration and exploitation, invites qualified companies to present proposals to increase oil production in the Culebra-Yulebra-Anaconda oil field, located in the Amazon region. Contact our office for details.

ENERGY EVENTS

**OFFSHORE TECHNOLOGY CONFERENCE**

Houston

May 2-5

Once again, the U.S. Commercial Service will be supporting the exporting community at OTC. We expect buying delegations from several countries including **China, Kuwait, Saudi Arabia, Qatar, United Arab Emirates, and Venezuela**. Additionally, the Industry Breakfast series will feature Canada, Libya and Norway. Stay tuned for further details in next month's issue of EXPORT NEWS.

OIL & GAS MISSION TO ASIA

Vietnam • Singapore • Malaysia

June 6-14

Participants will visit the *10th Asian Oil, Gas & Petrochemical Engineering Exhibition (OGA 2005)* and *10th Asia Oil and Gas Conference (AOGC 2005)* being held simultaneously. AOGC is the region's premier conference organized by Petronas (national petroleum corporation of Malaysia). Participating companies will also visit Singapore and Hanoi, Vietnam where of one-on-one appointments with potential business partners will be arranged. Cost: \$3500 (not including airfare). For details, contact our office.

Please note: Recent Market Briefs on the oil/gas industry in several Asian countries can be accessed at <http://www.buyusa.gov/eme/274.html>.

LATIN AMERICAN PETROLEUM SHOW (LAPS)

Maracaibo, Venezuela

June 28-30

This show is supported by our office in Caracas. The Gold Key Service will be available for attendees. For details, contact our office or Commercial Specialist Javier Jativa at javier.jativa@mail.doc.gov.

ASCOPE 2005

Manila, Philippines

November 30-December 1

The 8th ASEAN Council on Petroleum Exhibition & Conference (ASCOPE) is a U.S. Department of Commerce Certified Trade Show. For more information, contact our office.